

Resources for Organizations Navigating Federal Funding & Policy Changes

RESPONSIVE FUNDING SUPPORT

United Way of Metro Chicago Response Fund

The United Way Response Fund quickly deploys resources to community-based organizations addressing urgent basic needs that have been affected by changes to federal benefit programs, food assistance, or related supports.

[Learn more.](#)

Unity Fund — The Chicago Community Trust

The Unity Fund offers flexible support for nonprofits serving residents' most urgent needs, such as food, housing, healthcare and legal services. These grants are given on an invite-only basis.

[Learn more.](#)

LEGAL, FINANCIAL AND TECHNICAL SUPPORT

Nonprofit Resilience Hub — Forefront

The Nonprofit Resilience Hub is a free, confidential resource helping Illinois nonprofits with operating budgets under \$10 million navigate legal, financial, and organizational challenges created by federal action. The Hub is a partnership between Forefront, The Chicago Bar Foundation, Chicago Lawyer's Committee for Civil Rights, and BDO Nonprofit & Grantmaker Advisory. [Learn more.](#)

AMPT: Advancing Nonprofits

AMPT strengthens the organizational health of small nonprofits on Chicago's West and South Sides through a responsive community of capacity building resources including: coaching, training, and grants—particularly as federal policy changes place new demands on leadership capacity, compliance, and service delivery.

[Learn more.](#)

Illinois Partners for Human Service

Illinois Partners for Human Service is a coalition of health and human service organizations across Illinois. IL Partners leads policy, research, advocacy, and training efforts to fully fund human services.

[Learn more.](#)

RESILIENT CHICAGO FUND

Supporting innovation for basic needs

Resilient Chicago Fund (RCF) is a collaborative philanthropic initiative created to support innovation for basic human needs. The fund enables nonprofits and government partners to adapt, rethink and redesign how essential benefits and services are delivered within food, shelter, healthcare and safety systems amid federal funding and policy changes. [Learn more.](#)

CORE MESSAGING DOCUMENT

Project

Write the project name

Project Owner

Add the key person responsible for the project

Messaging Overview

Project Description

Give a concise description of the name, key features, and benefits you offer. One or two sentences will do.

Market Overview

Describe the market you're in and highlight any differentiators that set it apart from other market segments.

Problem Pillars

- Share the core problems your offering solves
- These can also be market gaps

Key Competitors

- List your key competitors
- Add as many as needed

Competitive Differentiators

- Share what's unique about your offering
- What makes it stand out from the competition?

Positioning

Tagline

Craft a short and punchy line that encapsulates your offering.

Short Boilerplate Copy

Prepare a short spiel that talks about it. This standard text allows consistent messaging across all your communications.

Long Boilerplate Copy

Add a slightly longer and more detailed version of your standard boilerplate copy.

Top 5 Value Propositions

1. Communicate the benefits you offer.

2.

3.

4.

5.

Top 5 Proof Points

1. Offer evidence that supports your value propositions.
- 2.
- 3.
- 4.
- 5.

Audience-specific Positioning

Craft messaging that's targeted to each one of your specific target audiences to create a better sense of connection. Copy and repeat this section for each.

Target Audience 1

- | | |
|-------------------------------|---|
| Tagline | Craft a short and punchy line that encapsulates your offering. |
| Short Boilerplate Copy | Customize your standard spiel into something that caters to a particular audience. |
| Long Boilerplate Copy | Add a slightly longer and more detailed version of your audience-specific boilerplate copy. |

Top 5 Use Cases

1. Present scenarios that are relevant to this particular audience.
- 2.
- 3.
- 4.
- 5.